8601782/2024/PROG-I-INC01

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

MSME – Formalisation of MSMEs under Raising and Accelerating MSME Performance (RAMP) – Survey for registering all MSMEs in A.P. by facilitating their registration on Udyam portal and UDYAM Assist, as applicable - Launch of MSME survey w.e.f 27.2.2024 – Orders – Issued.

INDUSTRIES & COMMERCE (PROG-I) DEPARTMENT

G.O.Ms.No.24 Dated:23.02.2024

Read the following:

1. G.O.Ms.No. 42, Ind., &Com., (COORDN.) Dept., Dt. 13-08-2020.
2. The Spl. CS to Govt. & CIP vide his email dt.15.09.2022.
3. G.O.Ms.No.85, Ind., & Com., (Prog-I) Dept., Dt.08.12.2022.
4. G.O.Rt.No. 09, Ind., & Com., (Prog-I.) Dept., Dt. 11-01-2024.
5. From the Commissioner of Industries, e-file No.INC64/3/2024-AD-DIC (Computer No: 2352860).
6. Formal launch of RAMP Programme on 14.2.24 along with formallaunch of APMSME ONE.

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ORDER:

Andhra Pradesh being home to more than 7 lakh MSME enterprises (as registered on Udyam portal), the 73rd round of National Sample Survey in 2015-16 indicates a larger MSME presence of around 33.78 lakh in Andhra Pradesh. This highlights a significant gap, suggesting that over 20 lakh MSMEs in Andhra Pradesh remain unregistered.

2. The MSME sector is a key focus area for the Government of Andhra Pradesh. The Government of Andhra Pradesh is dedicated to improving the health and performance of the Micro, Small and Medium Enterprises (MSMEs) in the State. The Government has taken up various policy and infrastructure initiatives and capacity building workshops in order to support the growth of MSMEs in the State. It has also constituted AP MSME Development Corporation (AP- MSME-DC) in order to drive focused efforts that benefit the sector. AP-MSME-DC is driving various initiatives, one of which is the AP MSME ONE platform. Through this platform, the Government is focusing on providing comprehensive support to MSMEs, fostering their growth and addressing challenges to ensure a robust and competitive business environment.

3. The State of Andhra Pradesh, with its inherent advantages of geographical positioning, abundant working-age population, robust physical and social infrastructure, has a competitive edge in facilitating investments and thrives to grow with the industry. MSMEs form the backbone of the industry and economy of the State with providing employment to more than 50 lakh youth and providing goods and services for the large enterprises in the state.

4. In order to ensure that all the MSMEs in the State, to receive the required support and to grow, the state government deems it necessary to identify and register the large number of MSMEs which have not been formalized yet through UDYAM portal.

5. In the reference 1st read above, Government have issued orders to conduct a comprehensive industrial survey, to be called 'Andhra Pradesh Samagra Parishrama Survey 2020' (SPS), with an aim to understand Industrial requirements objectively and capture the current manufacturing and service sector scenario in the State. ----

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In the reference 2nd read above, Government have nominated the Director of Industries, GoAP as Nodal Officer and AP MSME Development Corporation, GoAP as State Nodal Agency for coordinating and implementing of the Raising and Accelerating MSME Performance (RAMP) programme. In the reference 3rd read above, Government have constituted the AP RAMP Programme Committee (AP-SRPC) as per the RAMP Programme Implementation Manual of Ministry of MSME, GoI. In the reference 4th read above, Government issued administrative sanction orders for an amount of Rs.10.7 Crores towards 10% State share for implementation of the RAMP Programme in the State and under this, as part of the Strategic Investment Plan (SIP), approval has been accorded to conduct a comprehensive on-ground "MSME survey and support".

6. Government of Andhra Pradesh recognizes that MSMEs are the backbone for industrial development and as well as for the creation of employment opportunities in the state. Government of Andhra Pradesh is developing a unified platform called AP MSME One (https://apmsmeone.ap.gov.in/).

- The platform is envisaged to make available all the support that MSMEs need to effectively start and operate a business in the state, get market linkages, credit linkages and credit guarantee support etc.
- Through the AP MSME One platform, which will be online and available to all registered MSMEs, the entrepreneurs will be able to login and update the information about their business.
- In addition, these MSMEs will also be able to request for specific services being offered by the platform.
- Moreover, these MSMEs will also be able to provide feedback on the state government policies that would help the MSMEs to grow.
- All MSMEs enrolled with the AP MSME ONE portal which have an unique identifier. All benefits under all government schemes as well as assistance under various State and Central Government initiatives will be provided toMSMEs only after verifying the unique identifier.

Pursuant to the formal launch of the RAMP Programme on 14.2.2024 by the Hon'ble Minister, initial features of the AP-MSME-ONE has been launched.

7. Based on the experience of the SPS, it is felt that a robust and comprehensively planned formalization initiative for MSMEs is the need of the hour, with an objective to identify MSMEs across all sectors, both manufacturing, service, trade and retail businesses, through a survey and bring them onto a digital platform and get them registered under UDYAM Portal and UDYAM Assist so as to enable them to get into the realm of credit support system and it is decided that this work should be taken up by AP MSME Development Corporation. The indicative benefits of this exercise is as follows:

a. The eligible MSMEs will come into the credit ecosystem available and the banks and financial institutions will be having a portal to reach out to the eligible MSMEs.

b. The MSMEs will be mapped for their requirements for quality upgradation such as ZED, LEAN certifications, which will enable them to improve their marketing capabilities.

c. The Andhra Pradesh State Skill Development Corporation (APSSDC) will be able to take up skilling/re-skilling / upskilling programmes to impart the industry demanded skills in the relevant job roles of NSQF standards to provide employable work force to the industry as per demand.

d. Export-oriented MSMEs' survey data will be used to map relevant MSMEs to Common Facility Centres and other relevant institutions, enhancing collaboration and efficiency in the export sector.

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e. Industrial parks will undergo up-gradations based on the insights gathered from the collected data, ensuring that they meet the evolving needs of MSMEs and other industries.

f. MSMEs will have the opportunity to consult the departments regarding their eligibility for specific schemes or any other important information related to assistance, leveraging the insights derived from the survey data.

8. In the reference 5th read above, the CEO, AP MSME Development Corporation and Commissioner of Industries have proposed to take up the holistic survey of MSMEs in the State as part of Formalisation of MSMEs intervention proposed under RAMP and the survey of MSMEs is proposed to be taken up tentatively from 27th February 2024 onward with the assistance of Engineering Assistants in Rural area and Ward Amenities Secretaries in the Urban area. This survey aims at bringing more than 20 lakhs unregistered MSMEs into UDYAM registration fold and requested the Government to accord permission to take up the Survey. The salient information of the survey data, will be available to all the user departments of the GoAP and GoI, through the AP-MSME-ONE Portal.

9. Government, after careful examination of the matter, hereby accord permission to conduct MSME survey for the formalisation of MSMEs within the State, as part of Formalisation of MSMEs intervention proposed under RAMP, with the following objectives as follows:

a. To register Micro, Small, and Medium Enterprises (MSMEs), currently working in Andhra Pradesh.

b. Formalize these MSMEs by facilitating their registration on Udyam portaland UDYAM Assist, as applicable

c. To develop a holistic database, under AP MSME ONE platform, of all MSMEs operating in Andhra Pradesh

d. To leverage the data to

- Generate awareness of various Government initiative by State & GoIbeing undertaken for MSMEs
- Capacity building
- Provide support to Women & SC/ST entrepreneurs
- Policy making
- Building infrastructure for MSMEs and planning clusters
- Collaborate with other state departments to improve MSME productivity

e. Enable the entrepreneur to get support on various areas from thegovernment.

10. The coverage of this formalization initiative and the responsibilities of various stakeholder departments / agencies are given at Annexure-1. The Standard operating procedure document for the MSME survey and support are given at Annexure-2. The indicative timeline for completing the MSME Survey is given below and the District Collectors are requested to ensure that the Survey is completed within the time frame given.

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Timeline for completing various tasks under the MSME formalization initiative:

S.No	Activity	End by Date	Responsibility
1	APP training video, App completion, SOP	Feb 20th, 2024	AP MSME DC
2	Conduct a thorough training of GM-DIC	Feb 20th, 2024	AP MSME DC
3	GM-DICs to conduct training of MPDOs, Municipal commissioners, ADCs etc	Feb 27th, 2024	GM-DIC
4	MPDO, Municipal Commissioners, ADCs to complete training of EA/WAS	Feb 29th, 2024	MPDOs, MCs, ADCs
5	Mapping of EAs/WAS, finalizing areas of survey to be undertaken, coordination with local GM- DICs & ZMs for local industrial areas	Feb 29th, 2024	MPDOs, MCs, ADCs
6	Commencement of Survey	Mar 1st, 2024	EA/WAS
7	Reconciliation and Data Validation	Mar 20th, 2024	GM-DIC
8	Awareness Campaigns	Once a week	AP MSME DC

11. The CEO., AP MSME Development Corporation, AP., and Commissioner of Industries and all the line Departments and agencies shall take further necessary action accordingly. The concerned department and agencies shall issue necessary instructions to their district and sub-district officials accordingly.

12. Further, all the District Collectors in the State are requested to review for adequate preparations of the Survey, monitor the conduct of the Survey on regular basis, resolve the issues with the assistance of line departments / CoI, GoAP / APMSMEDC and ensure for smooth conduct and timely completion of the MSME Survey.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr. K S JAWAHAR REDDY
CHIEF SECRETARY TO GOVERNMENT

To
The CEO., AP MSME Development Corporation
The Commissioner of Industries, Mangalagiri.
The VC & MD, APIIC, Mangalagiri
The Director, GV/WV & VS/WS Department, Government of Andhra Pradesh
The MA&UD Department, GoAP
The Energy Department, GoAP
The Panchayat Raj and Rural Development Department
The Skill Development and Employment Department, GoAP
The Labour and Factories Department

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The Commissioner & Director, Municipal Administration, Tadepalli.
The Commissioner, Panchayat Raj, Tadepalli.
The CEO, SERP, Vijayawada
The CEO, AP State Skill Development Corporation
The Commissioner, Handlooms and Textiles, Managalagiri.
The Director, Mines and Geology, Ibrahimatnam.
The Commissioner of Sugar & Cane Commissioner, Tadepalli
The CEO, Food Processing Society
All the District Collectors in the State.
The CMDs of all 3 DISCOMs in the State.

Copy to:

The P.S. to Chief Secretary to Government.
The P.S. to Principal Secretary to Government, GV/WV & VS/WS Department.
The P.S. to Secretary to Government & CIP, I&C / Principal Secretary, H&T / Principal Secretary, Sugar / Principal Secretary (F&P) Food Processing / Spl CS to Govt., Ind. & Com. (M&G).
Sf/Sc

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SECTION OFFICER

Annexure-1 on the Survey of MSMEs for registering all the Micro, Small, and Medium Enterprises (MSMEs), currently working in Andhra Pradesh and to formalize these MSMEs by facilitating their registration on Udyam portal and UDYAM Assist, as applicable

A. Coverage and Rolling Out of Survey under the Formalization initiative:

i. The survey will cover all immovable businesses, covering both manufacturing sector, services sector as well as trade and retail businesses. The details of establishments that will be covered will be explained in the SoP.

ii. The Survey shall be facilitated by Village/Ward Secretariat (GV/WV & VS/WS) Department in collaboration with APIIC, Commissionerate of Industries, District Industries Centres, District Collectors and MPDOs. A.P. MSME Development Corporation (AP MSME DC) will be the State nodal agency.

iii. The Survey will be conducted through the Engineering Assistants (EA) at the Village Secretariat and Ward Amenities Secretary (WAS) at the Ward Secretariat in their respective jurisdiction through the mobile phones already made available by the Department of GV/WV & VS/WS.

iv. The mobile app can be downloaded from the Google play store. The survey will span over a period of next 1 months, covering more than 20 lakhs MSMEs data. Any extension in the survey period will be examined on need basis.

v. The MSME Survey and Support Questionnaire is divided into 7 sections that will capture 1) Enterprise Details 2) Promoter Details 3) Product Details 4) Investment Details 5) Employment 6) Credit Assistance Details and 7) Marketing Details

vi. The MSME survey will be conducted using a mobile app and the reports generated will be verified for accuracy. The progress of the survey will be visible online at https://APMSMEONE.ap.gov.in to the officers validating the data. The detailed survey data so collected will be owned by the Department of Industries and Commerce which can be shared to other concerned departments on requirement basis and approvals. The mobile app along with its data storage and processing capabilities, the technical partner of AP MSME DC will follow applicable standards as per the G.O.Ms.No.3, ITE&C department.

vii. The District Collectors shall ensure that the Additional Municipal Commissioners, GM-DICs and MPDOs, shall receive training in planning and executing the survey. GM-DICs will get trained by AP MSME DC and in turn GM-DICs will train MPDOs, Municipal Commissioners, ADCs etc. GM-DICs will also inform the District Collector on the process.

viii. MPDOs and Municipal Commissioners and ADCs, in turn, shall conduct training to all the EA/WAS in the district. Additionally, a training video of the MSME Survey and support app will be made available by AP MSME DC, which will used by GM-DICs to complement training at all levels.

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B. The responsibilities of multiple stakeholders for the Survey as follows –

I. Sub District Level officials / Agencies

Department / Corporation / Stakeholder	Roles and Responsibility
Gram/Ward Functionaries (Engineering Assistants and Ward Amenities Secretary)	As front-line representatives, functionaries (Engineering Assistants & Ward Amenities Secretary) of Gram /Ward Volunteers and Village / Ward Secretariat (GV/WV & VS/WS) Department will play a vital role in the on-ground survey. • Responsible for implementing the survey atthe ground level. • Actively take part in training conducted by respective MPDOs and Municipal Commissioners for Mandal, Municipalities & Nagar Panchayats • Actively engage with MSMEs, encouraging participation • Outreach Excellence: Clearly communicate the survey's objectives and benefits to MSMEs within your assigned regions. This role is pivotal in promoting awareness and encouraging enthusiastic participation and in information gathering as per Questionnaire • Reach out to respective MPDOs (at village level) and Municipal Commissioners (Mandal, Municipalities & Nagar Panchayats) as applicable for query resolution • For Municipal Corporations, Reach out to team of ADCs and their team for query resolution • At the end of the data collection, provide an undertaking confirming that all the businesses in their purview have been surveyed and any errors have been fixed before closure of the survey.
MPDOs	● Work with GM-DIC to understand the survey objective, survey methodology, data collection and data validation processes within theMandal ● Work with EA to plan and execute datacollection ● Resolve issues with help of GM-DICs and ensure success of the survey
Municipal Commissioners	● For Municipal Corporations, issue necessary instructions to ADCs and other Commissionerate staff to coordinate with GM-DICs to execute the tasks listed below. ● For Municipalities, Nagar Panchayats, work with GM-DIC to understand the survey objective, survey methodology, data collection and data validation processes within the Municipality ● Work with WAS to plan and execute data collection ● Resolve issues with the help of GM-DICs and ensure success of the survey

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GM/DIO - District Industries Centres (DIC):	• Provide Local Support: GM-DICs are essential for providing district-level support and facilitating communication between the survey team and local MSMEs. • Submit daily and weekly progress to District Collectors and assist them during reviews • Validate Data: GM-DICs to Collaborate with the survey team to validate and cross-verify at least 0.1% of the data randomly selected from the collected data at the district level. • Provide a help desk at the DIC office • Attend review meetings by the CEO, AP MSME DC and take appropriate action to resolve issues. • Provide a closure report at the end of the survey covering the total units approached and total businesses covered

II. District Collectors

As the District Collector is the key and nodal in this exercise, District Collectors are requested to first assess the demand / number of MSMEs that are to be covered under the district based on the existing proxy indicators / data available such as

- Number of Industry Electricity connections (through DISCOM)
- Number of Commercial Electricity connections (through DISCOM) for eligible MSMEs on trade and business side
- Number of Trade Licenses issued by the Urban Local Bodies
- Number of Trade Licenses issued by the Gram Panchayats
- Number of Establishments as per the Factories and Establishment Act, being maintained by the Labour Department
- Trade activities done by the rural SHG Groups in the District – GP wise and urban SHG groups – ward wise
- Other database available with the district such as Individual entrepreneurship, etc

Similarly, the number of MSMEs that are to be covered by each survey team has to be worked out by the respective MPDOs / Additional Commissioner, based on the above data and similar data available with the District and Mandal level and accordingly, it has to be ensured that all the MSMEs are covered scrupulously.

District Collectors have to involve the Local Associations of MSME Industries and ensure that no eligible SC/ST and Women MSME are missed in the survey, so as to cover them in the credit ecosystem.

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Department / Corporation/ Stake holder	Roles and Responsibility
District Collectors	● District Oversight: District Collectors are instrumental in providing oversight and support for the survey within their districts. ● Utilize the services of GM-DICs to track overall progress and resolve issues ● Issue Resolution: Address any challenges or issues arising during the survey implementation at the district level promptly. ● Necessary permissions to conduct survey ● Issue necessary instructions to Municipal Commissioners and MPDOs to complete the survey using their respective offices and staff in a comprehensive, error free and time bound manner ● District wise progress will be reviewed by the Secretary of Industries on a need basis

III. Line Departments / Agencies

Department / Corporation/Stakeholder	Roles and Responsibility
Village/Ward Secretariat (VS/WS) Department	● Administrative Oversight: GV/WV & VS/WS Department should provide seamless administrative oversight for the Village/Ward Secretariats involved in the survey. ● Human Resource Allocation: Ensure the allocation of necessary resources to guarantee the smooth implementation ofthe survey in the administrative areas.
MA&UD Department	● To instruct the Urban Local Bodies to provide all the required support for the survey ● To Instruct the ULBs to have the data of Trade Licenses issued by the Urban Local Bodies to cover all the eligible MSMEs in their jurisdiction ● To utilize the data, thus generated, in the AP-MSEM-ONE portal, fully for monitoring the employment opportunities in the ULB, duly integrating their websites through API interface
Panchayat Raj and Rural Development Department	● To instruct the Gram Panchayats to provide all the required support for the survey ● To Instruct the GPs to have the data of Trade Licenses issued by them to cover all the eligible MSMEs in their jurisdiction ● To utilize the data, thus generated, in the AP-MSEM-ONE portal, fully for monitoring the employment opportunities in the ULB, duly integrating their websites through API interface ● To instruct SERP for providing necessary support for the survey

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Energy Department	- To instruct the DISCOMs to provide the Number of Industry Electricity connections of MSMEs and to provide Number of Commercial Electricity connections to ascertain the eligible MSMEs on trade and business side - To provide other supportive data, if available
Skill Development and Employment Department	- To instruct the district officials to ensure that they participate in the survey and share the database available with them, for effective conduct of the survey - To utilize the data, thus, generated for the effective integration with the existing database of the department.
Factories and Labour Department	- To instruct the district officials to ensure that they participate in the survey and share the database available with them, for effective conduct of the survey - To utilize the data, thus, generated for the effective integration with the existing database of the department.
Commissionerate of Industries	● Align with Policies: Collaborate with AP MSME DC to align survey outcomes with existing and future industrial policies. ● Stakeholder Engagement: Actively engage with industrial stakeholders to ensure their understanding of the survey's importance and encourage their participation. ● Joint Directors will oversee the overall execution of formalization initiative followed by a weekly review by the Commissioner of Industries.
Commissioner, Handlooms and Textiles, Director, Mines and Geology, Commissioner, Sugar, CEO, Food Processing Society	• To instruct the district officials to ensure that they participate in the survey and share the database available with them, for effective conduct of the survey • To utilize the data, thus, generated for the effective integration with the existing database of the department.
CEO, SERP	● To instruct the PD, DRDA to utilize the network of SHGs available in the State to ensure that no eligible women MSME are missed in the survey ● Also, to share the database available with the DRDA, regarding rural employment, for arriving and covering all the eligible MSMEs in the survey
APIIC (Andhra Pradesh Industrial Infrastructure Corporation)	● Collaborate Effectively: APIIC's collaboration is crucial in identifying and registering MSMEs in industrial areas. Ensure effective coordination between the survey team and industries in Industrial Areas ● Support Data Collection: Support the survey team in obtaining accurate data from industrial areas within your purview. Instruct IALAs to assist the EA/WAS in conducting the survey ● Instruct ZMs to coordinate locally with IALAs and ensure the inclusion of MSMEs within their respective localities.

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AP State Skill Development Corporation	• To coordinate with AP-MSME-DC and to identify the skill needs, that are elicited by the MSMEs, for planning and including in their future programmes • To have an area / cluster based approach to cover all the MSMEs
DISCOMs	• To provide the data related to the Industrial connections data – GP wise and ward wise – so as to cover all the MSMEs in the survey. • Any other data.
Andhra Pradesh MSME Development Corporation (AP MSME DC)	• Coordinate Efficiently: AP MSME DC is the nodal agency, responsible for overall coordination. • AP MSME DC shall ensure efficient collaboration among all stakeholders involved in the survey. • Data Compilation: AP MSME DC is tasked with compiling and organizing the survey data which will be fed into AP MSME Portal • Take up awareness activities in order to support effective implementation of the survey. • Try to create API interface through AP- MSME-ONE – two days – with concerned departments, so as to have the data flow both ways for effective build-up of database on MSMEs • Also, to involve the Industry Associations of MSMEs so as to ensure that no eligible MSME is missed in the survey.

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